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A STUDY ON CONSUMER SATISFACTION TOWARDS SWIGGY ONLINE FOOD DELIVERY SERVICE IN VILLUPURAM TOWN

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Abstract

In the modern world, youngsters are convenient with online food delivery. Currently Indian Online Food Delivery Service (OFDS) market is \$350 billion. Our research was conducted to examine the "Customer Satisfaction towards Swiggy Online Food Delivery in Villupuram Town". Online food ordering and delivery is a new type of business model in the current era of e-commerce. And it is successful and acts as a bridge for restaurants and consumers. Swiggy is an application for food ordering and delivery which is Bangalore based company. For the completion of this research, we have prepared a full-fledged questionnaire which were distributed among the 100 respondents to know their behaviour and the satisfaction level which they get by using swiggy, the online food delivery application. The main objectives of the study are to identify the factors influenced for choosing swiggy. The data were analysed using simple percentage analysis, pie charts, bar diagram, tables. The research concluded that due to urbanization in Indian landscape, OFDS application are growing with flying colours. The study reveals that there is a significant relationship between usage and satisfaction of services of Swiggy and between usage and preference over other apps.

Keywords: swiggy, customer satisfaction, behaviour, urbanization, OFDS, convenience, relationship.

Introduction

In today's fast-paced world, when most are squeezed for time, the bulk of people are finicky when placing an online order is concerned. Worldwide, it is incredibly tricky to start a new small-scale business in the current economy and live in the competition of well-established and trustworthy culture. Much like ordering consumer goods online, many of these allow customers to keep accounts with them in order to make frequent ordering convenient. A customer will search for a favourite restaurant, choose from available items, and choose delivery or pick-up. Payment can be amongst others by credit card or cash, with the restaurant returning a percentage to the online food company. Online food ordering services are websites that feature interactive menus allowing customers to place orders with local restaurants and food cooperatives. Much like ordering consumer goods online many of these allow customers to keep accounts with them in order to make frequent ordering convenient. Nandan Reddy, Rahul Jaimini and Sriharsha Majety from Bangalore have started are the founders of the food delivery company Swiggy. Company was started in 2014 and is operated by Bundl Technologies Private Limited having a valuation of \$10.7 billion and its total funding around is \$3.6 billion in current year 2022. Swiggy today is known as India's most popular online food ordering and delivery service. Swiggy has gained a massive following over the years on social media platforms. The prime key partners of Swiggy are the restaurants and shops which are listed on the application, and these are the stores which wish to deliver their food at the doorstep of people.

Competitors

Currently, Swiggy is in a race with other food ordering and shipping providers such as Zomato, uber eat, dominos and dine out etc.

Reviews of Literature

Livemint (2020), Swiggy started in 2014, and made a late entry into a vast market, and the only competition was Zomato, which was the leader of the food tech industry. Within 4 years, Swiggy has joined an elite list of start-ups, and their competition with Zomato is so severe and intense at present that the latter is investing in hundreds of crores to catch up with Swiggy.

Visakhapatnam News, (2020), The Indian online food industry is expected to grow up to \$12.3 billion by 2023. The global growth is 9.01%, the online food delivery market in India is growing at a rate of 15%. Swiggy has sales of \$1.5 billion, whereas Zomato is at sales of \$800 million. Jointly both the companies have delivered 96 million orders from April 2017 to March 2018.

Inc42 Media (2020), India holds the record for being one of the youngest populations around the world with the average age standing at 27 years. The combination of a young demography and disposable income has increased the demand for new-age platforms like food apps. This has resulted in impulsive purchasing power because the willingness to try new products or services is high, thus leading to the growth of food apps. Overall, the author has stated about the growth of food apps in India, how Swiggy and Zomato has started and changed the consumers perceptions complete.

Dirsehan, T., & Cankat, (2021), tested how the usage of mobile food delivery apps affects customer satisfaction and its impact on the brand satisfaction and loyalty of restaurants. Their study focused mainly on the outcomes of the usage of mobile apps and not the scope of antecedents of customer satisfaction. Based on this past research, this study aims to address the gaps by investigating how the website quality, service quality, price, and convenience affect customer satisfaction towards the mobile food delivery apps during the COVID-19 pandemic in Malaysia.

Statement of Problem

The problem is undertaking for the study of consumer satisfaction towards online food ordering. The online food ordering services is provided to the customers from websites and the applications Swiggy, the online food ordering is can easily place the orders and track their orders. This system provides a feedback system which user can rate for the order and it can recommend food, hotels based on the ratings they can find the best restaurant it improves along with the quality.

Objectives of the Study

- To know about the expectation and satisfaction level of respondents towards Swiggy.
- To identify the factors influenced for choosing Swiggy.
- To examine the customer expectation and customer satisfaction with reference to buying food in Swiggy.

Scope of the Study

The study aims to the customer reviews and satisfaction towards the available online food ordering and delivery services in Swiggy. The study further compares various aspects of the food delivery services in the area. Based on these factors the findings of the study can help service providers meet customer expectations in a better way. On the other hand, new customers of the online food ordering and delivery services can choose best out of All available options in the non-residential location. Therefore, findings from the study can be helpful for residents as well as service providers through Swiggy.

Limitations of the Study

- The study has been carried out in Villupuram, so the findings may vary accordingly, as the other parts of the state, country may have different culture and eating practices.
- Lack of time and other resources as it was not possible to conduct survey at large level.
- Customer's satisfaction may vary depending upon the situation.

Research Methodology

This study is descriptive in nature. Questionnaire was used for the study to collect both primary and secondary data form the respondents. An in-depth consumer interview was conducted with a total of 100 respondents in the Villupuram town were selected for the study to gain insight into consumer perceptions over service and value of the brand Swiggy. Convenience sampling method has been adopted for Frequency of buying, Customer preference, Income level etc., The researchers had a time duration from July to November (2022) for this study of research.

Hypothesis of the Study

H_0 : There is no significant association between marital status and the factors influencing the use of online food delivery apps.

H_a : There is significant association between gender and convenience of swiggy app.

Statistical Tools

The data collected through questionnaires were analysed using simple percentage analysis, graphs, charts, tables and diagrams.

DATA ANALYSIS AND INTERPRETATION

TABLE 1: Respondent's Age Group Classification

Age Group	No. of Respondents and Percentage
Below 20	42%
20-30	35%
30-40	14%
Above 40	9%
TOTAL	100%

Source: Primary data

Interpretation:

From the above table, it is observed that 42% respondents are in age group of below 20, 35% respondents are in age group between 20-30, 14% respondents are in age group between 30-40, 9% respondents are in age group of above 40.

Inference:

Majority (42%) of the respondents are in the age group of below 20 years.

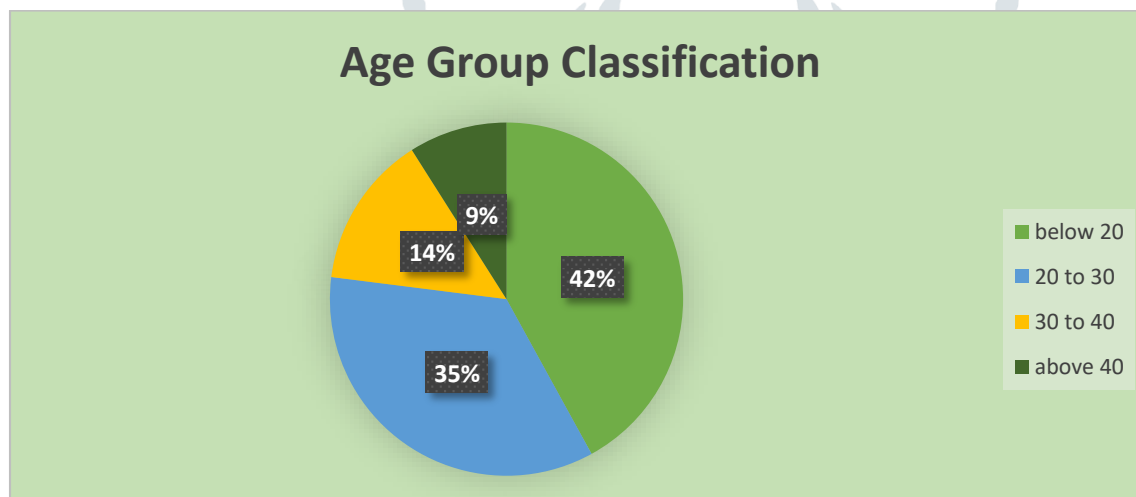


TABLE 2: Respondent's Reasons for using Swiggy

Reasons	No. of Respondents and Percentage
Fair price	52%
Good performance	13%
Excellent quality	22%
For discount & offers	13%
TOTAL	100%

Source: Primary data

Interpretation:

From the above table, it is observed that 52% respondents using Swiggy for fair price; 13% respondents are using for good performance; 22% respondents are using Swiggy for excellent quality; 13% of respondents are using swiggy for discount and offers.

Inference:

Majority (52%) of respondents are frequently using the online food delivery application, Swiggy for fair price.

TABLE 3: Respondent’s Rating for the Swiggy Application

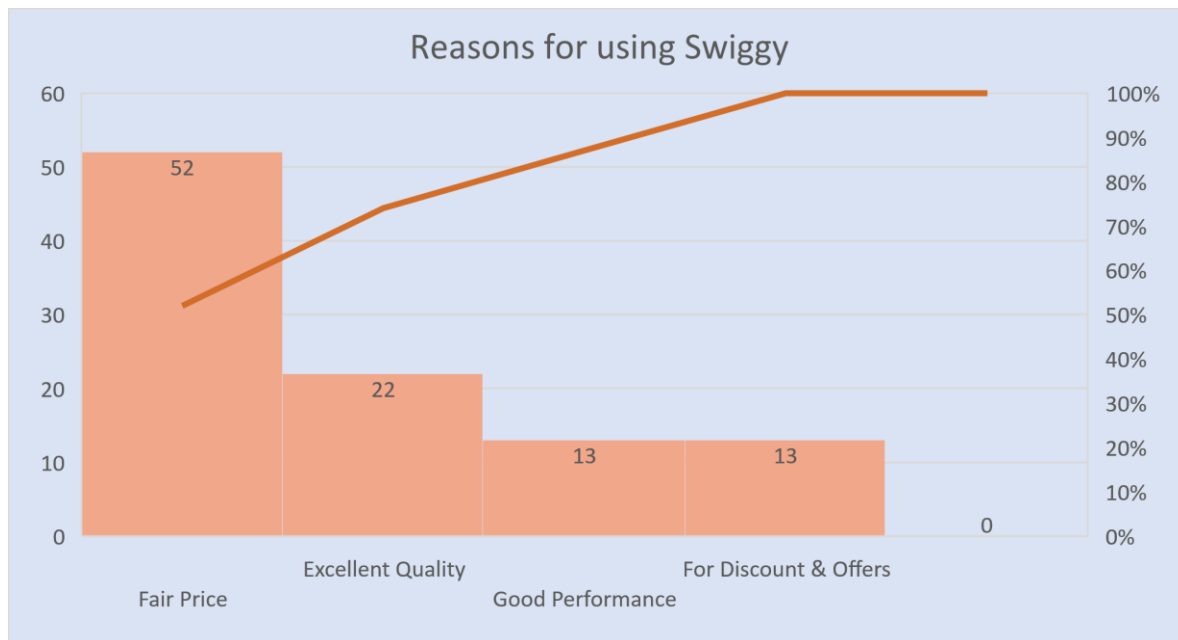
Ratings	No. of Respondents and Percentage
1-4	0%
5-6	7%
7-8	22%
9-10	71%
TOTAL	100%

Source: Primary data

Interpretation:

From the above table, it is observed that 71% respondents rated 9-10; 22% of respondents rated 7-8; 7% respondents rated 5-6. No one rated below 5 for Swiggy.

Inference:



Majority (71%) of the respondents are highly comfortable with Swiggy.

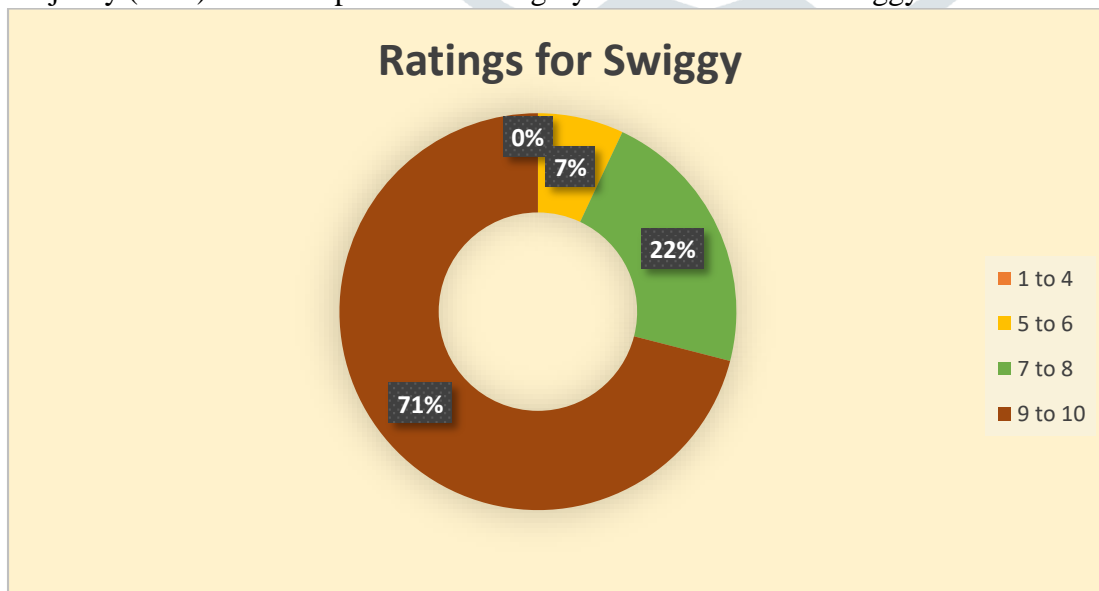


TABLE 4: Respondent’s comfort level with the Swiggy’s Food Prices

Particulars	No. of Respondents and Percentage
Fair	56%
Average	23%
High	11%
Low	10%
TOTAL	100%

Source: Primary data

Interpretation:

From the above table, it is observed that 56% of respondents felt that prices are fair, 23% of respondents felt that prices are average, 11% felt that prices are high, 10% felt that prices are while ordering in Swiggy.

Inference:

Majority (56%) of the respondents are comfort with Swiggy’s food price.

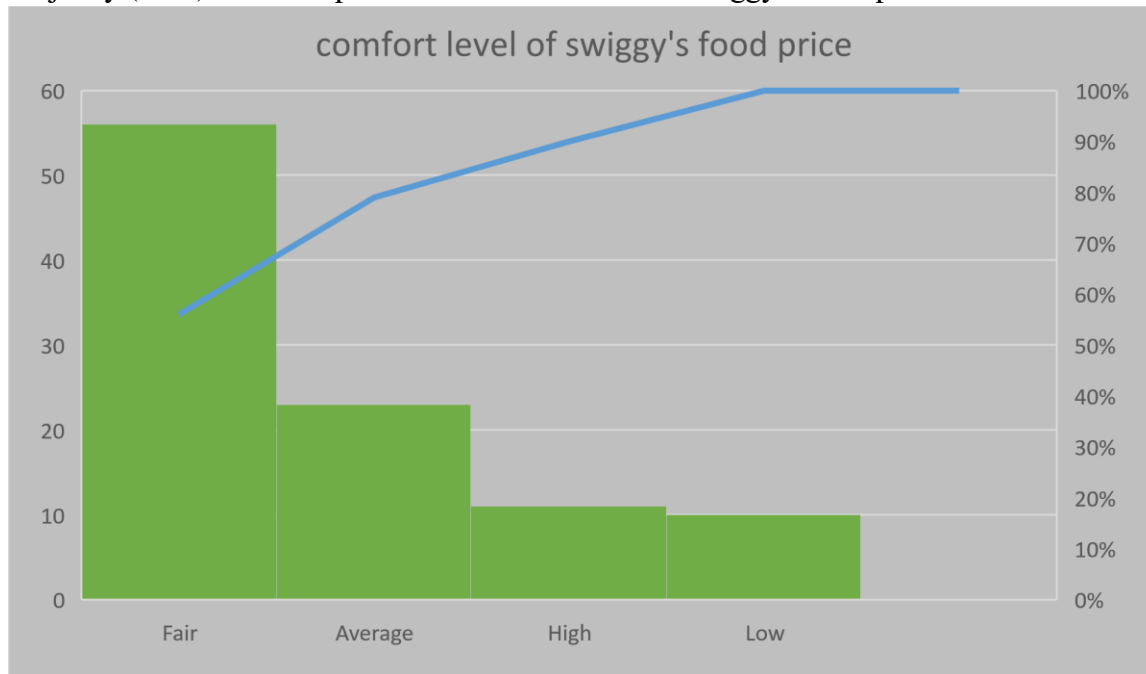


TABLE 5: Respondent’s views on food freshness and temperature

Particulars	No. of Respondents and Percentage
Strongly Agreed	72%
Agreed	19%
Maybe	9%
Not yet	0%
TOTAL	100%

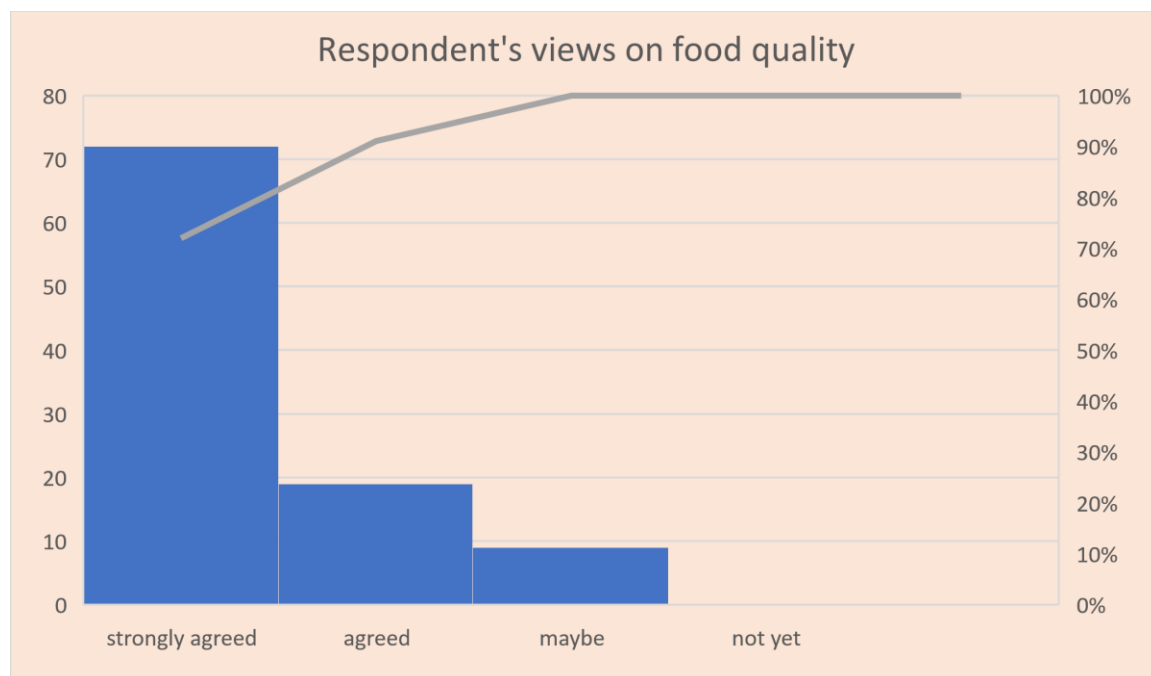
Source: Primary data

Interpretation:

From the above table, it is observed that 72% of respondents are strongly agreed that they had received their food in quality manner, 19% of respondents are agreed, 9% of respondents had received their food in quality manner for sometimes.

Inference:

Majority (72%) of the respondents are received their food in quality such as fresh and in right temperature.



Findings

- Majority of the respondents use the Swiggy app and are satisfied with the services that are being provided by Swiggy and they are highly satisfied with the offers that are being introduced.
- The respondents are satisfied with deliveries on time as well as safety of card transactions that take place through Swiggy.
- Even though there are other online food delivery applications most the respondents would prefer Swiggy and would recommend others to use the app.
- It was found that females were more satisfied with Swiggy.
- Swiggy is the most preferred online food ordering & delivery service over Zomato in Villupuram.

Suggestions

- Due to the fact that 60% of people in villages are unaware of utilizing the Swiggy app, the majority of them offer the greatest view for even the most basic of users to use.
- Necessary information should be provided to the users for not accepting the order such as whether the restaurant is not accepting any orders or whether it is because of the shortage of delivery boys.
- The company should focus on promotional schemes as it influenced customers to visit the Swiggy application.
- The company should take more actions towards, many customers have rated (1-5) scale, as the customers expect more service from the company.
- The people are requested to reduce the service charge.

Conclusions

A survey of people has been conducted to know the customer satisfaction towards Swiggy, the Online Food Delivery application. The increasing variable is competition for junk food accessibility at affordable rates. Time sit-ups and a growing need to spend some quality time with 92% of atomic families reaching out for meals or takeaways to save energy and time that could otherwise join a meal reception every week of the year. Majority of the respondents are students and female and next to it, homemakers are using online food delivery application, swiggy. Also, there are completely satisfied with Swiggy's overall performance and they do recommend swiggy to others. For this project, it is identified that most of the customers are satisfied with swiggy.

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